



WKMG

ORDER

Flight Dates 10/09/12-11/05/12

Contract / Revision 255058 /

Original Date / Revision
09/05/12 09/05/12

Advertiser POL/DSCC IE

Agency Great American Media

Buying Contact

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Product

DSCC IE

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1505

Alt Order # 06252198

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Order Share 100% Market Value 411100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	204	\$232,878.75	\$273,975.00	0.00
November 2012	104	\$116,556.25	\$137,125.00	0.00
Totals	308	\$349,435.00	\$411,100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	204	\$232,878.75	\$273,975.00
10/29/12	11/05/12	104	\$116,556.25	\$137,125.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	10/09/12	10/15/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	5	\$475.00	P-3	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--					5	\$475.00		0.00			
2	WKMG	10/16/12	10/22/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	5	\$475.00	P-3	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					5	\$475.00		0.00			
3	WKMG	10/23/12	10/29/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	5	\$475.00	P-3	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					5	\$475.00		0.00			
4	WKMG	10/30/12	11/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	5	\$475.00	P-3	0.00	NM	5	\$2,375.00



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Hiatus Dates

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Order Sep 00:15:00

Advertiser POL/DSCC IE

Product DSCC IE

Estimate # 1505

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	WKMG	10/30/12	11/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	5	\$475.00	P-3	0.00 NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			5		\$475.00		0.00			
5	WKMG	10/09/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	5	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			5		\$400.00		0.00			
6	WKMG	10/16/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	5	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$400.00		0.00			
7	WKMG	10/23/12	10/29/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	5	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			5		\$400.00		0.00			
8	WKMG	10/30/12	11/05/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	5	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			5		\$400.00		0.00			
9	WKMG	10/09/12	10/15/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	3	\$325.00	P-3	0.00 NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			3		\$325.00		0.00			
10	WKMG	10/16/12	10/22/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	3	\$325.00	P-3	0.00 NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			3		\$325.00		0.00			
11	WKMG	10/23/12	10/29/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	3	\$325.00	P-3	0.00 NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			3		\$325.00		0.00			
12	WKMG	10/30/12	11/05/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	3	\$325.00	P-3	0.00 NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			3		\$325.00		0.00			
13	WKMG	10/30/12	11/05/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	5	\$500.00	P-3	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			5		\$500.00		0.00			
14	WKMG	10/09/12	10/15/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$800.00	P-3	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			5		\$800.00		0.00			
15	WKMG	10/16/12	10/22/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$800.00	P-3	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$800.00		0.00			
E 16	WKMG	10/23/12	10/29/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$800.00	P-3	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:15:00

Advertiser POL/DSCC IE

Product DSCC IE

Estimate # 1505

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WKMG	10/23/12	10/29/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$800.00	P-3	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	5		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/23/12-10/29/12		11-12p Price Is Right		11a-12p	MTWThF----	:30		(\$800.00)		0.00 NM		
See MG 16.6, 16.7 [4 HRA]														
6	WKMG	10/30/12-11/02/12		Local 6 News 12-1230p		12-1230p	-TwThF----	:30		\$800.00		0.00 NM		
Ⓜ MG for 17.1, 16.1														
7	WKMG	10/30/12-11/02/12		Local 6 News 12-1230p		12-1230p	-TwThF----	:30		\$800.00		0.00 NM		
Ⓜ MG for 17.1, 16.1														
E 17	WKMG	10/30/12	11/05/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	5		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/30/12-11/05/12		11-12p Price Is Right		11a-12p	MTWThF----	:30		(\$800.00)		0.00 NM		
See MG 16.6, 16.7 [4 HRA]														
4	WKMG	10/30/12-11/05/12		11-12p Price Is Right		11a-12p	MTWThF----	:30		(\$800.00)		0.00 NM		
See MG 17.6 [4 HRA]														
6	WKMG	11/05/12-11/05/12		Local 6 News 12-1230p		12-1230p	M-----	:30		\$800.00		0.00 NM		
Ⓜ MG for 17.4 11/05														
18	WKMG	10/09/12	10/15/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$650.00	P-3	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	5		\$650.00		0.00					
19	WKMG	10/16/12	10/22/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$650.00	P-3	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--	5		\$650.00		0.00					
20	WKMG	10/23/12	10/29/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$650.00	P-3	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	5		\$650.00		0.00					
21	WKMG	10/30/12	11/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$650.00	P-3	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	5		\$650.00		0.00					
22	WKMG	10/09/12	10/15/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MTWTF--	:30	2	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	2		\$800.00		0.00					
23	WKMG	10/16/12	10/22/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MTWTF--	:30	2	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--	2		\$800.00		0.00					
24	WKMG	10/23/12	10/29/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MTWTF--	:30	2	\$800.00	P-3	0.00 NM	2	\$1,600.00



WKMG

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Advertiser POL/DSCC IE

Product DSCC IE

Estimate # 1505

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 29	WKMG	10/30/12	11/05/12	2-3p The Talk The Talk	CM	2-3p	MTWTF--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00
30	WKMG	10/09/12	10/15/12	3-4p Nate/Doctors 9/10 Nate Berkus	CM	3-4p	MTWTF--	:30	3	\$350.00	P-3	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			3		\$350.00		0.00			
31	WKMG	10/16/12	10/22/12	3-4p Nate/Doctors 9/10 Nate Berkus	CM	3-4p	MTWTF--	:30	3	\$350.00	P-3	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			3		\$350.00		0.00			
32	WKMG	10/23/12	10/29/12	3-4p Nate/Doctors 9/10 Nate Berkus	CM	3-4p	MTWTF--	:30	3	\$350.00	P-3	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			3		\$350.00		0.00			
33	WKMG	10/30/12	11/05/12	3-4p Nate/Doctors 9/10 Nate Berkus	CM	3-4p	MTWTF--	:30	3	\$350.00	P-3	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			3		\$350.00		0.00			
34	WKMG	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1			1		\$1,800.00		0.00			
35	WKMG	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1			1		\$1,800.00		0.00			
36	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1			1		\$1,800.00		0.00			
37	WKMG	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1			1		\$1,800.00		0.00			
38	WKMG	10/09/12	10/15/12	4-430p Extra Extra	CM	4-430p	MTWTF--	:30	2	\$475.00	P-3	0.00 NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			2		\$475.00		0.00			
39	WKMG	10/16/12	10/22/12	4-430p Extra Extra	CM	4-430p	MTWTF--	:30	5	\$475.00	P-3	0.00 NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$475.00		0.00			
40	WKMG	10/23/12	10/29/12	4-430p Extra Extra	CM	4-430p	MTWTF--	:30	4	\$475.00	P-3	0.00 NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			4		\$475.00		0.00			
41	WKMG	10/30/12	11/05/12	4-430p Extra Extra	CM	4-430p	MTWTF--	:30	5	\$475.00	P-3	0.00 NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			5		\$475.00		0.00			
42	WKMG	10/09/12	10/15/12		CM	430-5P	MTWTF--	:30	3	\$475.00	P-3	0.00 NM	3	\$1,425.00



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Hiatus Dates

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Order Sep 00:15:00

Advertiser POL/DSCC IE

Product DSCC IE

Estimate # 1505

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				430-5p Inside Edition Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					3	\$475.00		0.00			
43	WKMG	10/16/12	10/22/12	430-5p Inside Edition Inside Edition	CM	430-5P	MTWTF--	:30	3	\$475.00	P-3	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					3	\$475.00		0.00			
44	WKMG	10/23/12	10/29/12	430-5p Inside Edition Inside Edition	CM	430-5P	MTWTF--	:30	3	\$475.00	P-3	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$475.00		0.00			
45	WKMG	10/30/12	11/05/12	430-5p Inside Edition Inside Edition	CM	430-5P	MTWTF--	:30	3	\$475.00	P-3	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$475.00		0.00			
46	WKMG	10/09/12	10/15/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$1,000.00		0.00			
47	WKMG	10/16/12	10/22/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$1,000.00		0.00			
48	WKMG	10/23/12	10/29/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$1,000.00		0.00			
49	WKMG	10/30/12	11/05/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$1,000.00		0.00			
50	WKMG	10/09/12	10/15/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	5	\$575.00	P-3	0.00	NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$575.00		0.00			
51	WKMG	10/16/12	10/22/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	5	\$575.00	P-3	0.00	NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$575.00		0.00			
52	WKMG	10/23/12	10/29/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	5	\$575.00	P-3	0.00	NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$575.00		0.00			
53	WKMG	10/30/12	11/05/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	5	\$575.00	P-3	0.00	NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$575.00		0.00			
54	WKMG	10/09/12	10/15/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$1,200.00		0.00			



WKMG

Print Date: 09/05/12

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Contract / Revision **255058** Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

Order Sep 00:15:00

Advertiser **POL/DSCC IE**Product **DSCC IE**Estimate # **1505**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
54	WKMG	10/09/12	10/15/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			5		\$1,200.00		0.00			
55	WKMG	10/16/12	10/22/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$1,200.00		0.00			
56	WKMG	10/23/12	10/29/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			5		\$1,200.00		0.00			
57	WKMG	10/30/12	11/05/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			5		\$1,200.00		0.00			
58	WKMG	10/13/12	10/13/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$750.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-			1		\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/08/12-10/14/12		Sat 6p News		6-630p	-----Sa--	:30		(\$750.00)		0.00 NM		
See MG 59.2, 59.3														
[Program not airing due to NCAA Football]														
59	WKMG	10/20/12	10/20/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$750.00	P-3	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-			1		\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/15/12-10/21/12		Sat 6p News		6-630p	-----Sa--	:30		(\$750.00)		0.00 NM		
See MG 59.2, 59.3														
[Program not airing due to NCAA Football]														
2	WKMG	10/09/12-10/12/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 58.1, 59.1														
3	WKMG	10/09/12-10/12/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 58.1, 59.1														
60	WKMG	10/27/12	10/27/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$750.00	P-3	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-			1		\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/22/12-10/28/12		Sat 6p News		6-630p	-----Sa--	:30		(\$750.00)		0.00 NM		
See MG 60.2														
[Program not airing due to NCAA Football]														
2	WKMG	10/16/12-10/19/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 60.1 10/27														
61	WKMG	11/03/12	11/03/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$750.00	P-3	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-			1		\$750.00		0.00			



WKMG

Print Date: 09/05/12

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Contract / Revision **255058** Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

Order Sep 00:15:00

Advertiser **POL/DSCC IE**

Product **DSCC IE**

Estimate # **1505**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
61	WKMG	11/03/12	11/03/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$750.00	P-3	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1-	1		\$750.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/29/12-11/04/12		Sat 6p News		6-630p	-----Sa--	:30		(\$750.00)		0.00 NM		
See MG 61.3														
3	WKMG	10/23/12-10/23/12		Morn News at 6a		6-7a	-T-----	:30		\$750.00		0.00 NM		
Ⓜ MG for 61.1 11/03														
62	WKMG	10/14/12	10/14/12	Sun 630p News Sun 630p News	CM	630-7p	-----1	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1	1		\$900.00		0.00					
63	WKMG	10/28/12	10/28/12	Sun 630p News Sun 630p News	CM	630-7p	-----1	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1	1		\$900.00		0.00					
64	WKMG	10/09/12	10/15/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	2	\$1,500.00	P-3	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	2		\$1,500.00		0.00					
65	WKMG	10/16/12	10/22/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	2	\$1,500.00	P-3	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--	2		\$1,500.00		0.00					
66	WKMG	10/23/12	10/29/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	4	\$1,500.00	P-3	0.00 NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	4		\$1,500.00		0.00					
67	WKMG	10/30/12	11/05/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	5	\$1,500.00	P-3	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	5		\$1,500.00		0.00					
68	WKMG	10/09/12	10/15/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--	1		\$1,500.00		0.00					
69	WKMG	10/16/12	10/22/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	5	\$1,500.00	P-3	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,500.00		0.00					
70	WKMG	10/23/12	10/29/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	5	\$1,500.00	P-3	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	MTWTF--	5		\$1,500.00		0.00					
71	WKMG	10/30/12	11/05/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	5	\$1,500.00	P-3	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	5		\$1,500.00		0.00					
72	WKMG	10/29/12	10/29/12	Mon Prime 8p Met Yr Mother/Partners	CM	8-9p	1-----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00



WKMG

Print Date: 09/05/12

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Contract / Revision

255058

Flight Dates 10/09/12-11/05/12

Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

Order Sep 00:15:00

Advertiser POL/DSCC IE

Product DSCC IE

Estimate # 1505

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
72	WKMG	10/29/12	10/29/12	Mon Prime 8p Met Yr Mother/Partners	CM	8-9p	1-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$6,000.00		0.00			
73	WKMG	11/05/12	11/05/12	Mon Prime 8p Met Yr Mother/Partners	CM	8-9p	1-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$6,000.00		0.00			
74	WKMG	10/09/12	10/09/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-----					1	\$8,000.00		0.00			
75	WKMG	10/16/12	10/16/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$8,000.00		0.00			
76	WKMG	10/23/12	10/23/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----					1	\$8,000.00		0.00			
77	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$8,000.00		0.00			
78	WKMG	10/10/12	10/10/12	Wed Prime 8p Survivor	CM	8-9p	--1----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--1----					1	\$7,000.00		0.00			
79	WKMG	10/17/12	10/17/12	Wed Prime 8p Survivor	CM	8-9p	--1----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----					1	\$7,000.00		0.00			
80	WKMG	10/24/12	10/24/12	Wed Prime 8p Survivor	CM	8-9p	--1----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$7,000.00		0.00			
81	WKMG	10/31/12	10/31/12	Wed Prime 8p Survivor	CM	8-9p	--1----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$7,000.00		0.00			
82	WKMG	10/17/12	10/17/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--1----					1	\$6,000.00		0.00			
83	WKMG	10/24/12	10/24/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$6,000.00		0.00			
84	WKMG	10/31/12	10/31/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

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Advertiser POL/DSCC IE

Product DSCC IE

Estimate # 1505

													Totals				
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount			
84	WKMG	10/31/12	10/31/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	--1----	1		\$6,000.00		0.00								
85	WKMG	10/10/12	10/10/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/08/12	10/14/12	--1----	1		\$7,000.00		0.00								
86	WKMG	10/17/12	10/17/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/15/12	10/21/12	--1----	1		\$7,000.00		0.00								
87	WKMG	10/24/12	10/24/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/22/12	10/28/12	--1----	1		\$7,000.00		0.00								
88	WKMG	10/31/12	10/31/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	--1----	1		\$7,000.00		0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
		1	WKMG	10/29/12-11/04/12	Wed Prime 10p	10-11p	--W-----	:30	(\$7,000.00)	0.00	NM						
		See MG 88.2															
		[LUR - 4 HRA]															
		2	WKMG	10/29/12-10/29/12	Mon Prime 10p	10-11p	M-----	:30	\$7,000.00	0.00	NM						
		Ⓜ MG for 88.1 10/31															
89	WKMG	10/12/12	10/12/12	Fri Prime 8p CSI:NY	CM	8-9p	----1--	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/08/12	10/14/12	----1--	1		\$2,500.00		0.00								
90	WKMG	10/19/12	10/19/12	Fri Prime 8p CSI:NY	CM	8-9p	----1--	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/15/12	10/21/12	----1--	1		\$2,500.00		0.00								
91	WKMG	10/26/12	10/26/12	Fri Prime 8p CSI:NY	CM	8-9p	----1--	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/22/12	10/28/12	----1--	1		\$2,500.00		0.00								
92	WKMG	11/02/12	11/02/12	Fri Prime 8p CSI:NY	CM	8-9p	----1--	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/29/12	11/04/12	----1--	1		\$2,500.00		0.00								
93	WKMG	10/12/12	10/12/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$4,500.00	P-3	0.00 NM	1	\$4,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/08/12	10/14/12	----1--	1		\$4,500.00		0.00								
94	WKMG	10/19/12	10/19/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$4,500.00	P-3	0.00 NM	1	\$4,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week:		10/15/12	10/21/12	----1--	1		\$4,500.00		0.00								
95	WKMG	10/26/12	10/26/12	Fri Prime 10p	CM	10-11p	----1--	:30	1	\$4,500.00	P-3	0.00 NM	1	\$4,500.00			



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Advertiser POL/DSCC IE

Product DSCC IE

Estimate # 1505

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Fri Prime 10p Blue Bloods										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	----1--			1			\$4,500.00		0.00		
96	WKMG	11/02/12	11/02/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$4,500.00	P-3	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----1--			1			\$4,500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/29/12-11/04/12		Fri Prime 10p		10-11p	-----F----	:30		(\$4,500.00)		0.00 NM		
See MG 96.2														
[Oversold]														
2	WKMG	11/02/12-11/02/12		Fri Prime 8p		8-9p	-----F----	:30		\$4,500.00		0.00 NM		
Ⓜ MG for 96.1 11/02														
97	WKMG	10/21/12	10/21/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1			1			\$5,000.00		0.00		
98	WKMG	10/28/12	10/28/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1			1			\$5,000.00		0.00		
99	WKMG	11/04/12	11/04/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1			1			\$5,000.00		0.00		
100	WKMG	10/14/12	10/14/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----1			1			\$4,000.00		0.00		
101	WKMG	10/21/12	10/21/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1			1			\$4,000.00		0.00		
102	WKMG	10/28/12	10/28/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1			1			\$4,000.00		0.00		
103	WKMG	11/04/12	11/04/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1			1			\$4,000.00		0.00		
104	WKMG	10/14/12	10/14/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----1			1			\$4,000.00		0.00		
105	WKMG	10/21/12	10/21/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1			1			\$4,000.00		0.00		
106	WKMG	10/28/12	10/28/12		CM	10-11p	-----1	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00



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Advertiser POL/DSCC IE

Product DSCC IE

Estimate # 1505

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sun Prime 10-11p The Mentalist											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$4,000.00		0.00			
107	WKMG	11/04/12	11/04/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$4,000.00		0.00			
108	WKMG	10/09/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					1	\$1,800.00		0.00			
109	WKMG	10/16/12	10/22/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					2	\$1,800.00		0.00			
110	WKMG	10/23/12	10/29/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$1,800.00		0.00			
111	WKMG	10/30/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$1,800.00		0.00			
112	WKMG	10/21/12	10/21/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$1,500.00		0.00			
113	WKMG	10/28/12	10/28/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$1,500.00		0.00			
114	WKMG	11/04/12	11/04/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$1,500.00		0.00			
													Totals	308	\$411,100.00